# Day

## CQ Customer Success

# The University of Oklahoma

The University of Oklahoma (OU) is among the highest ranked universities in the United States. Supporting a student population of more than 30,000, it is home to hundreds of programs ranging from Architecture to Zoology.

The OU home page, www.ou.edu, averages 17,000+ visitors per day and is often the first impression visitors to the Web site have of the university. Annually, around 98,000 accounts are created on the site by prospective students. Since many of these individuals and other external audiences may not have visited the OU campus prior to viewing the site, a redesigned OU home page was needed to better illustrate the excellence of OU.

## Goals

### PUBLIC-FACING SITE
Consultants encouraged OU administration to better showcase features and benefits of the university on their public-facing site in order to tell the "OU story." Additionally, more consistent branding, navigation and overall usability was needed to provide a seamless Web experience for external visitors. Yet, it was also important that colleges and departments within OU maintain a sense of individuality and diversity.

### BACKEND AUTHORING
A major barrier to updating and maintaining site's pages was the lack of widespread access to technical users. A system was needed that would allow non-technical users to update and own content.

## Requirements

In order to meet these goals, the Office of Web Communications began a search for an enterprise-level Web Content Management System (CMS). The outcome of the CMS would be to empower non-technical users within each department to create their own Web content within a controlled framework. With more than 400 authors accustomed to complete freedom, the Web CMS needed to be easy to use and also provide flexibility for technical users.

System requirements included full content versioning, scalability and workflow, with accessibility topping the list. Due to accessibility requirements mandated in the Americans with Disabilities Act (ADA) and various other Oklahoma state regulations, the CMS was to offer easy opportunities to help authors follow these guidelines. The CMS also had to provide a seamless user experience between other campus systems such as enterprise search, analytics, payment gateways and the portal. The system needed direct commercial support and training as well as an active developer community.

# The Communiqué Solution

After a six-month search, OU chose Day Communiqué (CQ) to re-launch their Web presence. Out of 12 vendors, Day best met most of their requirements, offering ease-of-use with full CMS functionality, standards-based integration and full commercial support.

The OU home page was only the first step in the Web project. In order to maintain momentum and ensure the success of the OU Web, the Office of Web Communications received buy-in and support for the project from many departments through partnerships, productive relationships and constant communication with leaders across campus. Additionally, to continue excitement for the project, OU Web Communications is providing design services and new components that move beyond the basics of Web development and offer dynamic, rich-content pieces.

As a result, OU developers, along with Day and eForce, have customized most components for a CSS-based design. They have also custom-created a countdown clock, dynamic Flash creator, tab block, fully captioned YouTube video integration and a campus event calendar.

They are also developing polling, commenting, RSS output, a photo gallery (with automatic thumbnail generation and captions) and a profile gallery.

The system has allowed OU Web Communications to create sites easily and quickly. One new site in development that was created in the CMS is the "Discover" site (ou.edu/discover), which allows external visitors to find out more about OU traditions and history, and even takes users on a virtual tour of campus. This site now hosts close to 400 visits per day with an average on-site time of more than two minutes.

The project will complete the first round of migrations of 50 high-traffic departments within 24 months of the initial Day engagement. The OU home page has been transformed into a fresh, relevant and interesting destination with easy navigation to subsites in the OU domain. The OU team remains committed to their original goal of great-looking, easy-to-navigate sites with seamless transactions and feel that Day Communiqué will continue to help them get there and beyond.